

Rep Order# 6839729 Ver# 3 Status Revised Traffic Order# Printed: 10/08/2012 8:55 AM 1 of 5

Last Received: 10/03/2012 4:10 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 693
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA	Rep Firm
66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Agency C/P1/P2/E 11/27/693	Salesperson Phone# 215-567-6005
Flight Dates 10/16/2012 - 10/22/2012	Salesperson FAX# 215-567-5938
Hiatus Weeks	

--- CONTRACT COMMENT ---

CLIENT: AMERICAN CROSSROADS SC=*

---REMARKS---

VER 3 ISSUE CXL LNS 4-5,9,19,29-30,35,38,44-45,50,54,
64,69-70,75 AND 86-87
CXL 1X IN LN 22
ADD TO SKED LN 94
REVISED TOTAL 28,165
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*4	F	5A-6A	WAVY NEWS-5A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	10/19-10/19	0	0	0	\$0.00	
	*5	M	5A-6A	WAVY NEWS-5A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	10/22-10/22	0	0	0	\$0.00	
	*9	F	6A-7A	WAVY NEWS-6A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,500.00	10/19-10/19	0	0	0	\$0.00	
	*19	F	430A-5A	WAVY NEWS-430A< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$125.00	10/19-10/19	0	0	0	\$0.00	

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	*22	SA	7A-8A	WAVY NWS SAT7A Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$400.00	10/20-10/20	1	1	1	\$400.00	
	*29	F	9A-10A	TODAY SHW2-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/19-10/19	0	0	0	\$0.00	
	*30	M	9A-10A	TODAY SHW2-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/22-10/22	0	0	0	\$0.00	
	*35	M	10A-11A	TODAY SHW3-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/22-10/22	0	0	0	\$0.00	
	*38	TH	12P-1P	WAVY NEWS10-NN< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	10/18-10/18	0	0	0	\$0.00	
	*44	F	1P-2P	DAYS-OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/19-10/19	0	0	0	\$0.00	
	*45	M	1P-2P	DAYS-OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/22-10/22	0	0	0	\$0.00	

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	*86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	10/20-10/20	0	0	0	\$0.00	
Buyline Comment: CXL PER AGY/CLIENT REQUEST												
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST												
V3 More than 2 codes changed												
	*87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	10/21-10/21	0	0	0	\$0.00	
Buyline Comment: CXL PER AGY/CLIENT REQUEST												
Sales Remark: V3 CXL PER AGY/CLIENT REQUEST												
V3 More than 2 codes changed												
	*94	M	11A-12P		:30	\$215.00	10/22-10/22	1	1	1	\$215.00	
Buyline Comment: HAMPTON ROADS SHOW												
ADD TO SKED												
Sales Remark: V3 ADD TO SKED												
V3 Added												

---REPORT TOTALS---

Report Totals: 2 / \$615.00

---SALES MONTHLY TOTALS---

Oct 12: 64 / \$28,165.00
Sales Totals: 64 / \$28,165.00
Station Totals: 64 / \$28,165.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$76,122	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE